

The State University of New York, Korea
Department of Business Management
BUS 348.90: Principles of Marketing

Fall 2022

Time: M W 14:00 – 15:20 Room: C107 Class #: 95452

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Office hours: M W 10:30 – 11:30 or by appointment

Required Text: Principles of Marketing, Global Edition, 18/E, by Philip Kotler,
and Gray Armstrong.

Course Description

The main objective of this course is to help you learn to think strategically and to better understand the application of marketing concepts to concerns that are common to marketing managers. As future managers, you'll need to know how the marketing function operates. More than that, you'll need to know how marketing managers use marketing tools to work effectively and efficiently with other business functions to achieve marketing and company goals.

This course helps you to make marketing decisions that are best supported by logical, in-depth analysis. Thus, this course will focus on the following several specific objectives:

- To improve your ability to make decisions under conditions of uncertainty, with incomplete or conflicting information.
- To further enhance your understanding of the marketing mix variables (product, price, promotion, place/physical distribution) and their business application.
- To improve your verbal and written skills applicable to professional marketing management situations.
- To provide you with more insights into the “real world” of marketing management.
- To enhance your analytical, communication, and presentation skills.
- To expand your ability to work in teams.

Thus, the course includes a broad, basic knowledge of marketing as a business function—how people and organizations plan and execute that function—and “hands on” experience through a group project that will help you learn to apply that knowledge.

The Text

The text is Principles of Marketing, Global Edition, 18/E, by Philip Kotler and Gray Armstrong, a well-known marketing text.

The text and class content complement each other. In class we may talk about things not covered in the text, expand on things not covered well in the text, or emphasize areas where the text may have excellent coverage.

Grading

Your grade will be based on your three exams scores, your group project, two class presentations, and your participation in class. The specific breakdown is as follows:

Midterm 1	100 points
Midterm 2	100 points
Final	200 points
Team project	200 points
- Written report (100 pts)	
- Team assignment (20 pts per assignment)	
Group presentations	200 points (100 pts each)
Class participation	200 points
TOTAL	1,000 POINTS

Your points will then be calculated as a percentage.

Your final grade will be calculated as follows:

97% - 100%	A+	80% - 82.99%	B-
93% - 96.99%	A	77% - 79.99%	C+
90% - 92.99%	A-	70% - 76.99%	C
87% - 89.99%	B+	60% - 69.99%	D
83% - 86.99%	B	Below 60%	E

Note: The grading scheme is weighted towards individual performance. You will NOT be permitted to use the group work to boost your grade if your individual performance is not adequate. Your individual performance is therefore paramount to your learning and your grade. I also reserve the right to allocate scores differentially within groups. You may not allow other group members to carry your performance.

Exams

The exams will consist of multiple-choice questions, with the possible inclusion of some short-answers and essay questions (to focus on writing skills). There will be two midterms, in addition to the final exam, which will be comprehensive. I will guide you carefully on study for these exams. Class policy is no rescheduling of exams.

Group Projects

For this project, you will work as part of a team that will remain intact for the duration of the semester. Your team will represent a “brand consulting team” for an assigned project—a review

of the marketing program that supports the brand for the marketing managers who are responsible for managing the brand. At the end of the semester, you will turn in your work that will contain the completed and final written report (with improvements based on my comments for each of the five assignments). In addition to the written report, each team will give **two oral presentations**—first two assignments and a summary of the final report. I will assign oral presentation dates to teams well in advance of the presentation dates listed below.

It is important to take a critical view of what your brand is doing. By taking a critical view, you can more easily see some of the weaknesses as well as some of the strengths of your brand. To do this, consider the team to be consultants, not employees of the firm (although if you ever manage a brand, you'll want to have the same critical eye of your brand that an external consultant would have). As consultants, you need to point out not only what the brand is doing well, but also some of its problems, and the opportunities the brand has to overcome those problems. Your job is not simply to point out all the good things the brand is doing. It is important to remember that even the most successful companies in the world seek continuous improvement of their marketing and other work processes.

Grouping & Things to Report. 6 or 7 students will be placed on every team. By the beginning of class on the third day of class, please provide a type-written document with the following information:

1. A team name
2. The names of your team members
3. The name of your team leader. Main duties of a team leader include organizing team meetings and submitting team assignments on time.
4. Your group's top three brand selections
5. Your group's preference for presentation dates

Picture Day. Please take a picture of your team and share it with me. This is to help me get to know each of you individually and also can help you to know the others in the class.

Group Project Presentations. In addition to the written report, each team will give **two oral presentations**—one of the assignments and a summary of the final report. Your “brand consulting team” will deliver these presentations to the balance of the class—who will represent the firm that employed your consultative expertise.

Your team's **first presentation** of an assignment should be 15 minutes, plus 5 minutes for questions. It should provide a brief overview of your company and product, then discuss in more detail the specific assignment. Each team member must speak in all presentations. As acting managers of the brand being presented, you should be attentive enough of the group presenting to ask intelligent questions concerning their presentation. Your participation in asking questions of other groups will be reflected in your class participation grade.

Your team's **final project presentation** should be 20 minutes, plus five minutes for questions. The purpose of the presentation is to summarize your team project in a concise and compelling manner. Please note that rehearsing is critical!

Both presentations will be evaluated on style and creativity in delivery. Don't just read your paper. Be creative, but always be professional. If there are any questions on what this means for your presentation, please ask me before presenting.

Group Project Assignments. There are five assignments that make up the final written project. The due dates for each of the assignments can be found in the schedule of classes in this syllabus. At the end of the semester, you will turn in your work that will contain the completed and final written report (with improvements based on my comments). It is imperative your group stays on track. This is not a project that can be put together the last week of class. The due dates are intended to assist you in successfully completing the project.

A general guideline for each assignment is about 7 pages (double-spaced, not 1 ½, 12 font). Try not to exceed the maximum of 10 pages. Please number the pages. Strive to be thorough yet concise. Present relevant information and be sure that all parts of all questions are addressed. You may find that you are able to answer all of the questions in fewer than 7 pages, which is completely fine.

Group Project Written Report. Do not exceed the maximum of 30 pages in total (double-spaced, not 1 ½, 12 font), excluding your appendix and reference pages. Please number the pages. An ability to clearly communicate through writing is critical in the business world. Because of this, I will grade your group projects on professional presentation, which includes grammar and spelling. Make sure that writing styles are consistent throughout the paper.

Timeliness. One full grade will be deducted each day the final project is late. The first grade will be deducted if the assignment is not turned in by the due. Please upload your work on the blackboard on time.

Sources. Please do not get all or most of your research from the brand's website. If they have a website, that is a very nice resource. However, only using it will lead to a biased report, and one that does not consider a variety of opinions. Please remember to get your information from a variety of sources. It is very important to include citations for every point that you mention in your report. Without citations, I don't know if the information is from a particular source, or your own thoughts. **Please be careful not to plagiarize. Copying and pasting text from the internet and turning it in as your own work is grounds for a failing grade.** If you are copying directly from something (a website, article, etc.), it must be in quotes, with proper citation of your source.

Format. Although you have some flexibility, I strongly encourage you to use the outline shown below when turning in the final project at the end of the course.

	Instruction
<i>Title Page</i>	<ul style="list-style-type: none">• Should indicate your product, all group member names, and due date (i.e., the date of submission)

<i>Executive Summary</i>	<ul style="list-style-type: none"> • 1 page maximum, this should provide a concise overview of the entire product audit with an emphasis on your recommendations
<i>Table of Contents</i>	<ul style="list-style-type: none"> • include major and minor subheadings and page numbers • use of extensive headings may help to ensure that you are covering all of the issues.
<i>Introduction</i>	<ul style="list-style-type: none"> • Provide a brief description of the product and the company
<i>Body of the Project</i>	<ul style="list-style-type: none"> • Should be based on each of the five assignments • Be sure to improve preliminary assignments based on instructor feedback
<i>Bibliography</i>	<ul style="list-style-type: none"> • Use any widely accepted format and show full references in the bibliography for all sources used (e.g., APA style) • It is IMPERATIVE that you cite your sources consistently and thoroughly in the body of the paper
<i>Exhibits</i>	<ul style="list-style-type: none"> • Provide whatever you wish to illustrate your points. Examples include graphs, charts, trends, advertisements, etc. These are HIGHLY recommended!

Group Project Grading. The main criteria for grading the group project assignments will be:

1. Overall presentation
 - (Is it well-written? Is it professionally presented? Are there enough number of charts/graphs/illustrations to emphasize the points being made?)
2. Answered the questions
 - (Is everything addressed? Is it thoroughly addressed? Were instructor suggestions incorporated into the final draft?)
3. Depth of research
 - (Is the bibliography extensive and current? Are there a variety of sources?)
4. Treatment of strategy
 - (Is the strategy consistent with the analysis? Are recommendations consistent with the strategy? Is the strategy well-grounded in research and does it reflect thorough thought development? Is the strategy creative?)
5. Peer evaluations
 - These evaluations by others on your team, as discussed in more detail below, may change your individual group project grade (up or down).

Group Project Thoughts. I would like the teams to meet initially to discuss issues such as how and when the team will meet, and how the work will get done. Some groups might even want to draw up a formal set of guidelines that each team member must sign, but that is up to the group.

At the very least, meet with the team and make sure that everybody understands what is expected of him or her. You should, as a minimum, establish common objectives concerning the outcomes (e.g. grades) you hope to earn from the project and how you will get the work done to achieve your objective. Go over what might seem like trivial details—like making sure everybody understands that they must meet on time. The more detailed the expectations, the better the group usually functions.

I think you'll find this project to be a challenge, but something you will enjoy. Although this is a time-consuming project, try to have some fun! In the end, you should feel that you've learned a great deal about marketing communication management and have achieved a major accomplishment. With a good attitude and some hard work, your team will produce a project that you can be proud of and you'll develop some friendships that may form a basis for networking throughout your business careers! This experience should be a "feather in your hat" when it comes time for job interviews or "real world" business projects.

Class Participation

Students are expected to attend ALL class meetings and PARTICIPATE in class discussions. A portion of your class participation grade will come from the *quality* and *quantity* of your contributions. The idea is to add intellectually rich comments to the class discussion. Some students may err on the side of thinking too much and saying nothing, while others err on the side of thinking too little and talking too much. Simply showing up for class is not enough to earn full credit. If you attend class every single day but do not participate in class discussions, you can expect to earn 100 out of 200 points for participation. If you often participate in class, your grade will be higher than 100. **Therefore, if you often miss class, your class participation grade will be lower than 100.**

Group project evaluations. As acting managers of the brand being presented, you should be attentive enough of the group presenting to ask intelligent questions concerning their presentation. Your participation in asking questions of other groups will be reflected in your class participation grade.

Peer evaluations. Each team member will be required to complete a critique of the team and rate each team member, excluding themselves. These evaluations are due at the end of the semester, and grades assigned to teams will be individually revised based on these evaluations. These evaluations can affect your final grade—sometimes very significantly. This system is designed to encourage teams to communicate on a professional level and for individuals to participate equally in the development of the project. Also, it is very important for teams to see me as soon as possible if there are problems with members not doing their share of the work. I like to have the group to attempt to work things out first (as will be the case with most of your managers and peer relationships in business), but if they cannot, I will certainly intervene and try to get the group back on track.

Schedule of Classes and Assignments

Week	Date	Topic / Task	Text
1	8/29	Course Introduction, Introduction to Marketing 1/2	Chapter 1
	8/31	Introduction to Marketing 2/2	
2	9/5, 9/7	Developing Marketing Strategies 1/2 and 2/2	Chapters 2 & 3
3	9/12	No Class (Chuseok; Korean Thanksgiving)	Chapter 4
	9/14	Marketing Research	
4	9/19	Consumer Buying Behavior • Assignment 1 due (13:59)	Chapter 5
	9/21	Customer Value-Driven Marketing Strategy 1/2	Chapter 7
5	9/26	Customer Value-Driven Marketing Strategy 2/2	
	9/28	Wrap-up and Review for Midterm 1 • Assignment 2 due (13:59)	
6	10/4	Midterm 1 Correction Day	
	10/5	Team Project Working Day	
7	10/10	No Class (Substitute of Hangul Day)	
	10/12	In-class Group Presentations 1/2 • Presentation slides submission due: Oct-11, 23:59	
8	10/17	In-class Group Presentations 2/2	Chapters 8 & 9
	10/19	Product Strategies 1/3	
9	10/24, 10/26	Product Strategies 2/3 and 3/3	
10	10/31	Pricing Fundamentals 1/2 • Assignment 3 due (13:59)	Chapters 10 & 11
	11/2	Pricing Fundamentals 2/2	
11	11/7	Wrap-up and Review for Midterm 2	
	11/9	Midterm 2	
12	11/14, 11/16	Marketing Channels and Supply-Chain Management 1/2 and 2/2	Chapters 12 & 13
13	11/21	Integrated Marketing Communications 1/2 • Assignment 4 due (13:59)	Chapters 14-17
	11/23	Integrated Marketing Communications 2/2	
14	11/28	Team Project Working Day	
	11/30	Final In-class Group Presentations 1/2 • Presentation slides submission due: 5/24, 23:59	
15	12/5	Final In-class Group Presentations 2/2	
	12/7	Wrap-up and Review for Final Correction Day	
16	12/12	Final	